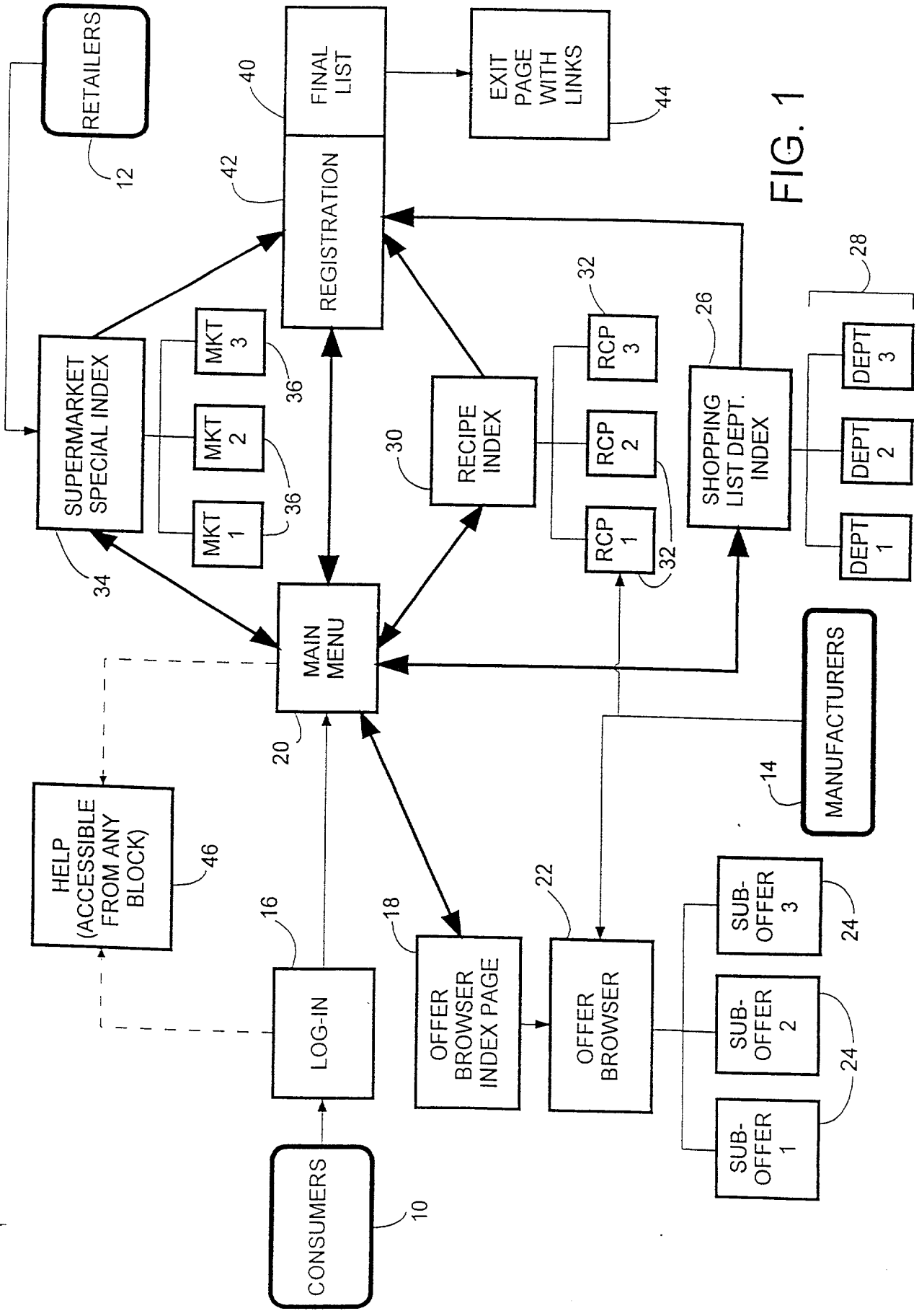

RETAILERS
12
FINAL LIST
40
EXIT PAGE WITH LINKS
44
REGISTRATION
42
SUPERMARKET SPECIAL INDEX
34
MKT 1
MKT 2
MKT 3
36
RECIPE INDEX
30
RCP 1
RCP 2
RCP 3
32
SHOPPING LIST DEPT. INDEX
26
DEPT 1
DEPT 2
DEPT 3
28
MAIN MENU
20
HELP (ACCESSIBLE FROM ANY BLOCK)
46
MANUFACTURERS
14
LOG-IN
16
OFFER BROWSER INDEX PAGE
18
OFFER BROWSER
22
SUB-OFFER 1
SUB-OFFER 2
SUB-OFFER 3
24
CONSUMERS
10

FIG. 1

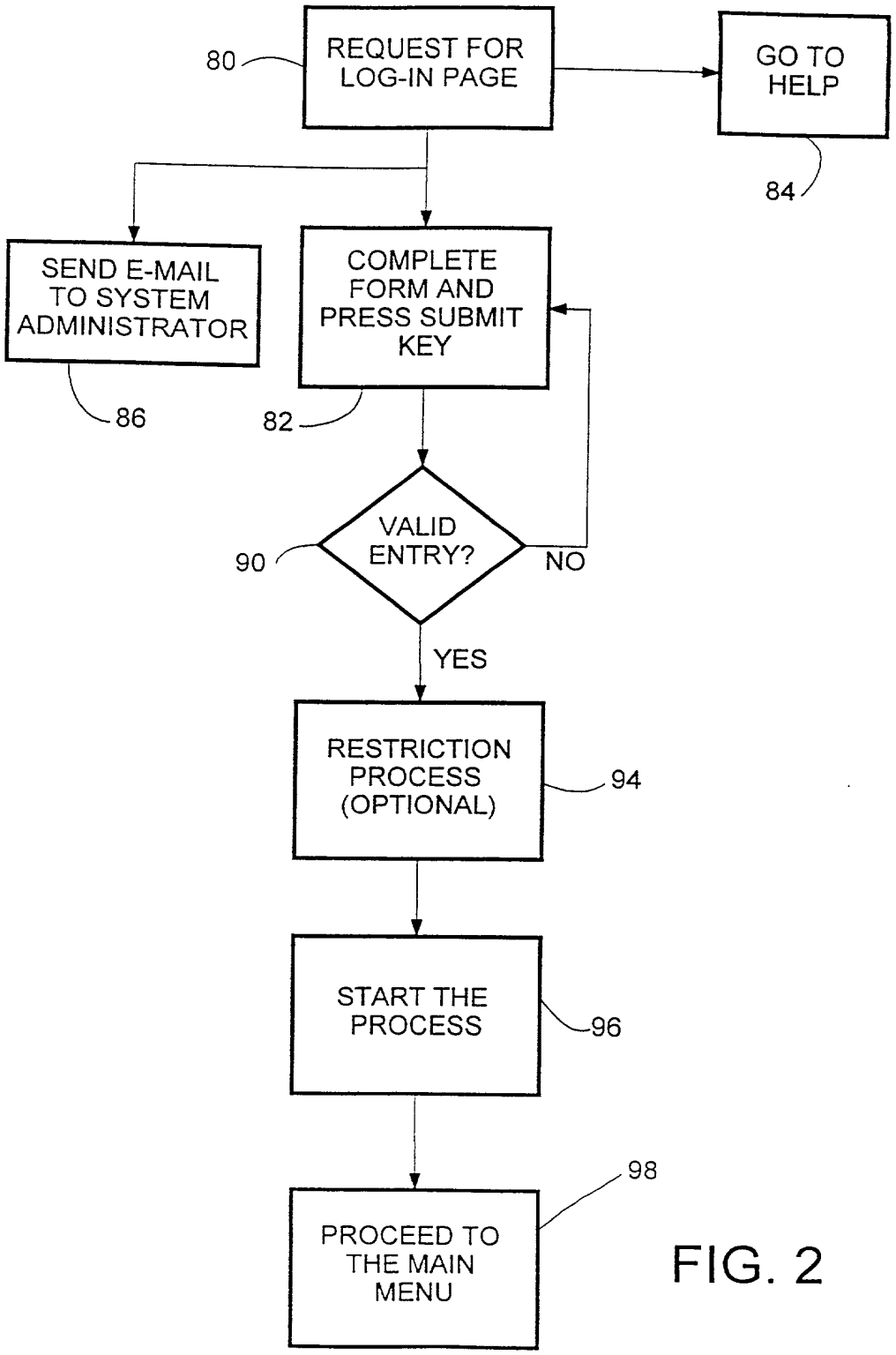

80
REQUEST FOR LOG-IN PAGE
GO TO HELP
84
SEND E-MAIL TO SYSTEM ADMINISTRATOR
86
COMPLETE FORM AND PRESS SUBMIT KEY
82
VALID ENTRY?
90
NO
YES
RESTRICTION PROCESS (OPTIONAL)
94
START THE PROCESS
96
98
PROCEED TO THE MAIN MENU

FIG. 2

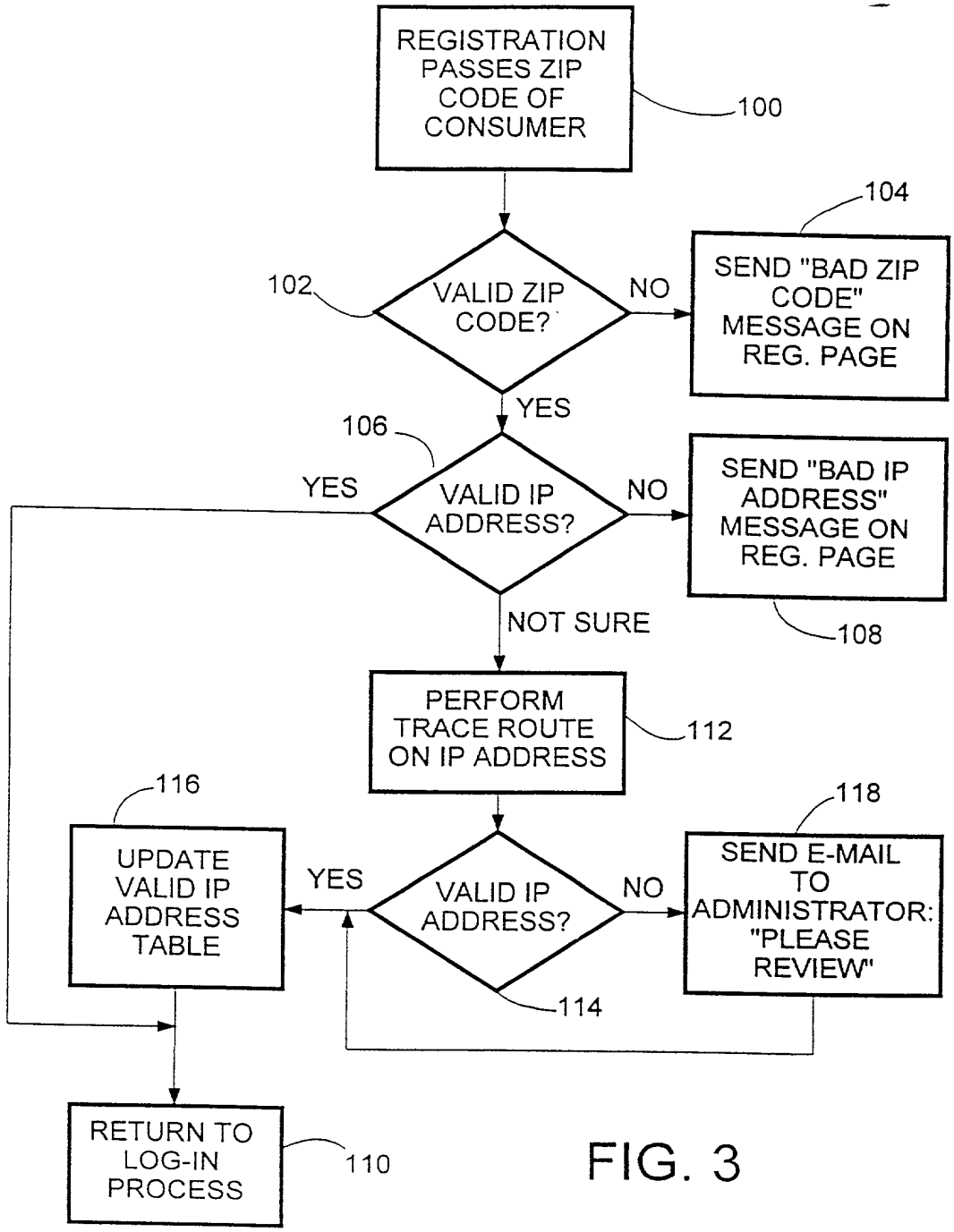

REGISTRATION PASSES ZIP CODE OF CONSUMER
100
VALID ZIP CODE?
102
NO
SEND "BAD ZIP CODE" MESSAGE ON REG. PAGE
104
YES
VALID IP ADDRESS?
106
YES
NO
SEND "BAD IP ADDRESS" MESSAGE ON REG. PAGE
108
NOT SURE
PERFORM TRACE ROUTE ON IP ADDRESS
112
VALID IP ADDRESS?
114
YES
NO
UPDATE VALID IP ADDRESS TABLE
116
SEND E-MAIL TO ADMINISTRATOR: "PLEASE REVIEW"
118
RETURN TO LOG-IN PROCESS
110

FIG. 3

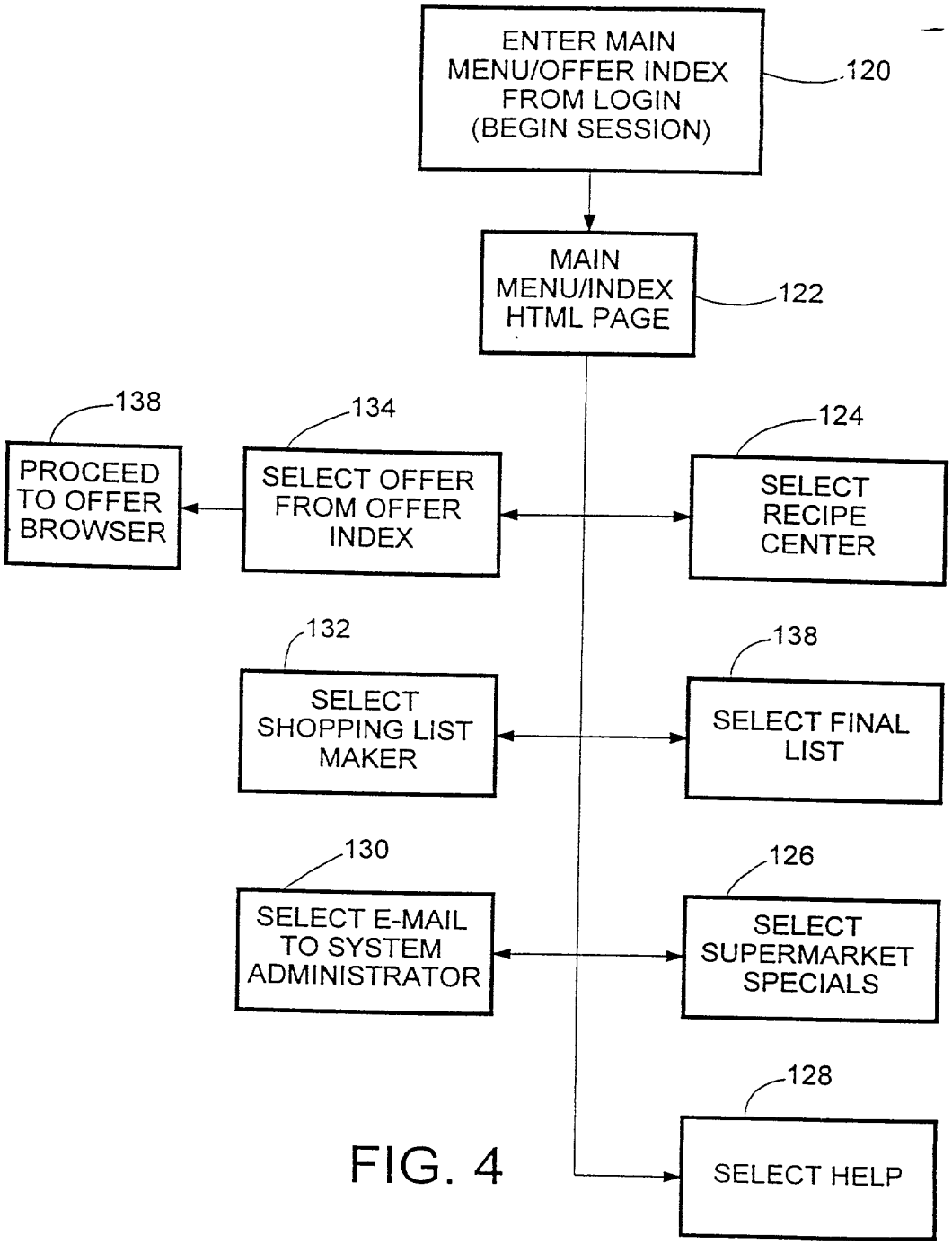

ENTER MAIN MENU/OFFER INDEX FROM LOGIN (BEGIN SESSION)
120
MAIN MENU/INDEX HTML PAGE
122
138
PROCEED TO OFFER BROWSER
134
SELECT OFFER FROM OFFER INDEX
124
SELECT RECIPE CENTER
132
SELECT SHOPPING LIST MAKER
138
SELECT FINAL LIST
130
SELECT E-MAIL TO SYSTEM ADMINISTRATOR
126
SELECT SUPERMARKET SPECIALS
128
SELECT HELP

FIG. 4

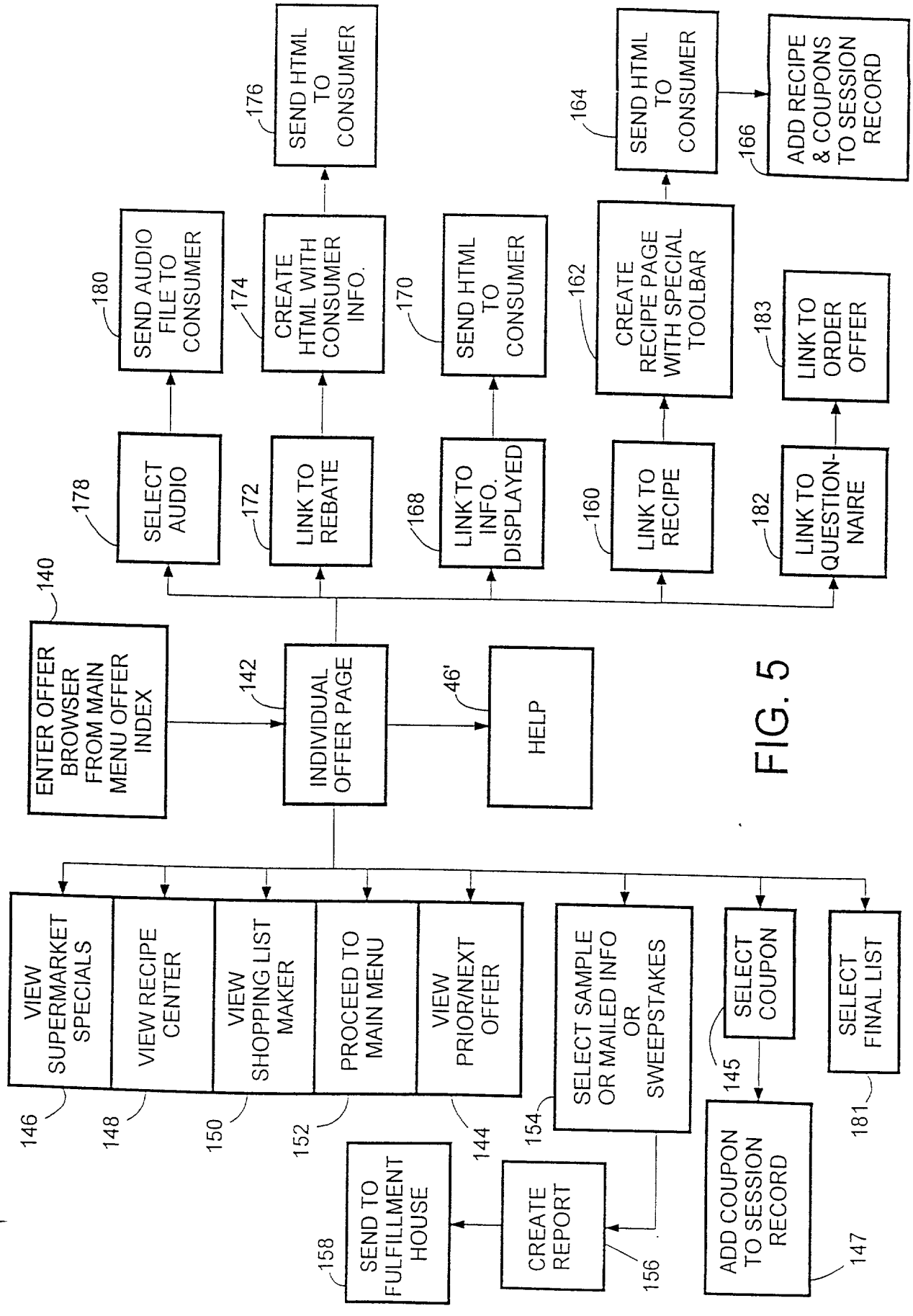

ENTER OFFER BROWSER FROM MAIN MENU OFFER INDEX
140
INDIVIDUAL OFFER PAGE
142
HELP
46'
SELECT AUDIO
178
LINK TO REBATE
172
LINK TO INFO. DISPLAYED
168
LINK TO RECIPE
160
LINK TO QUESTION-NAIRE
182
SEND AUDIO FILE TO CONSUMER
180
CREATE HTML WITH CONSUMER INFO.
174
SEND HTML TO CONSUMER
170
CREATE RECIPE PAGE WITH SPECIAL TOOLBAR
162
LINK TO ORDER OFFER
183
SEND HTML TO CONSUMER
176
SEND HTML TO CONSUMER
164
ADD RECIPE & COUPONS TO SESSION RECORD
166
VIEW SUPERMARKET SPECIALS
146
VIEW RECIPE CENTER
148
VIEW SHOPPING LIST MAKER
150
PROCEED TO MAIN MENU
152
VIEW PRIOR/NEXT OFFER
144
SELECT SAMPLE OR MAILED INFO OR SWEEPSTAKES
154
SELECT COUPON
145
SELECT FINAL LIST
181
SEND TO FULFILLMENT HOUSE
158
CREATE REPORT
156
ADD COUPON TO SESSION RECORD
147

FIG. 5

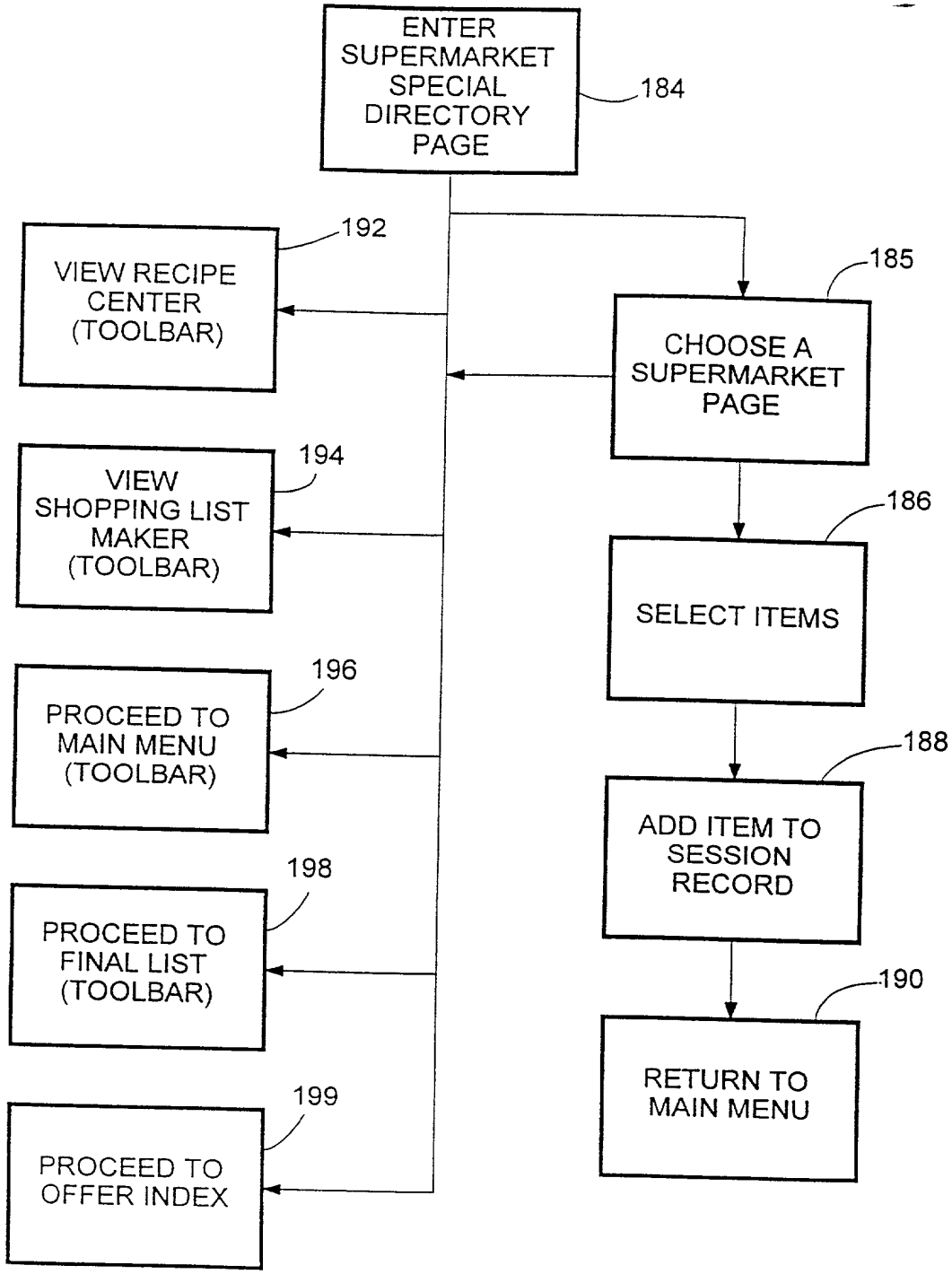

ENTER SUPERMARKET SPECIAL DIRECTORY PAGE
184
VIEW RECIPE CENTER (TOOLBAR)
192
CHOOSE A SUPERMARKET PAGE
185
VIEW SHOPPING LIST MAKER (TOOLBAR)
194
SELECT ITEMS
186
PROCEED TO MAIN MENU (TOOLBAR)
196
ADD ITEM TO SESSION RECORD
188
PROCEED TO FINAL LIST (TOOLBAR)
198
RETURN TO MAIN MENU
190
PROCEED TO OFFER INDEX
199

FIG. 6

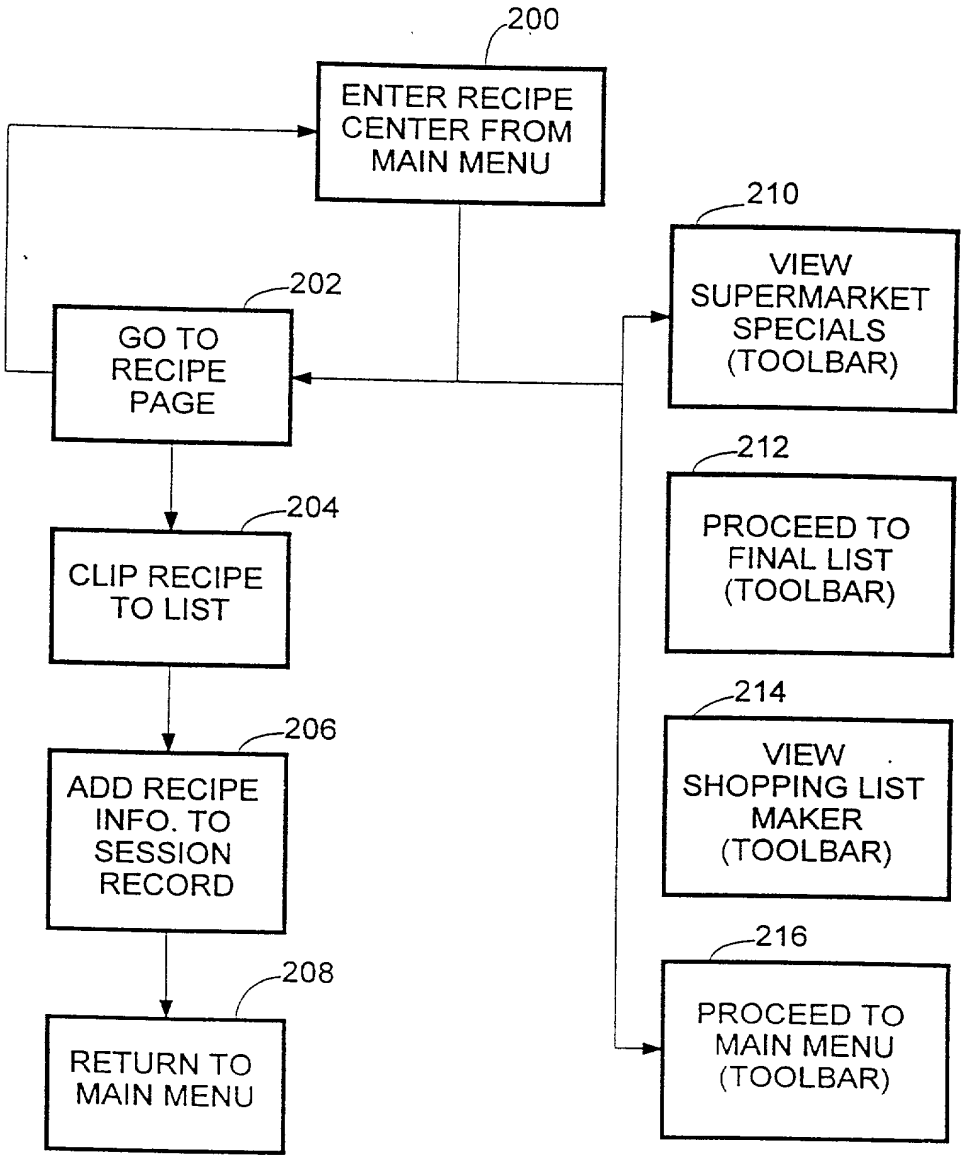

200
ENTER RECIPE CENTER FROM MAIN MENU
202
GO TO RECIPE PAGE
204
CLIP RECIPE TO LIST
206
ADD RECIPE INFO. TO SESSION RECORD
208
RETURN TO MAIN MENU
210
VIEW SUPERMARKET SPECIALS (TOOLBAR)
212
PROCEED TO FINAL LIST (TOOLBAR)
214
VIEW SHOPPING LIST MAKER (TOOLBAR)
216
PROCEED TO MAIN MENU (TOOLBAR)

FIG. 7

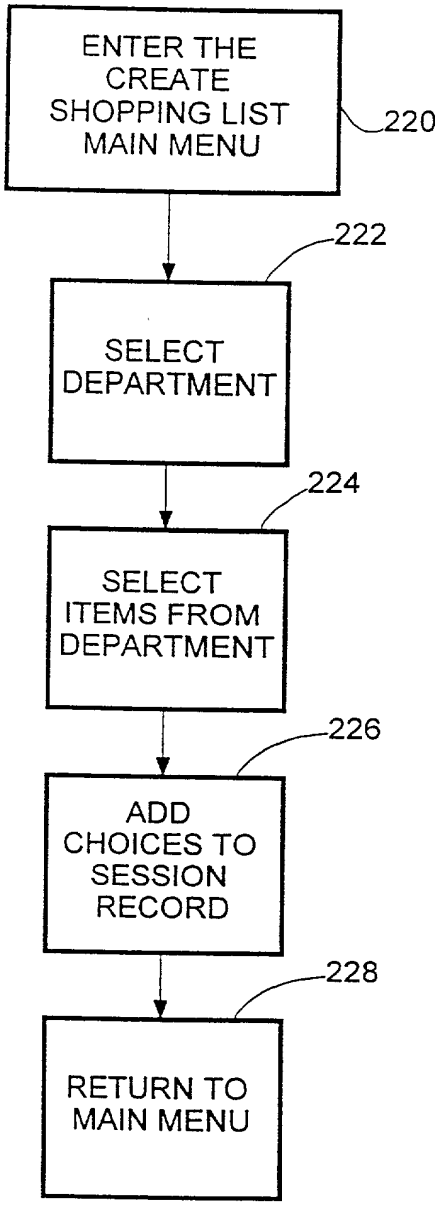

ENTER THE CREATE SHOPPING LIST MAIN MENU
220
222
SELECT DEPARTMENT
224
SELECT ITEMS FROM DEPARTMENT
226
ADD CHOICES TO SESSION RECORD
228
RETURN TO MAIN MENU

FIG. 8

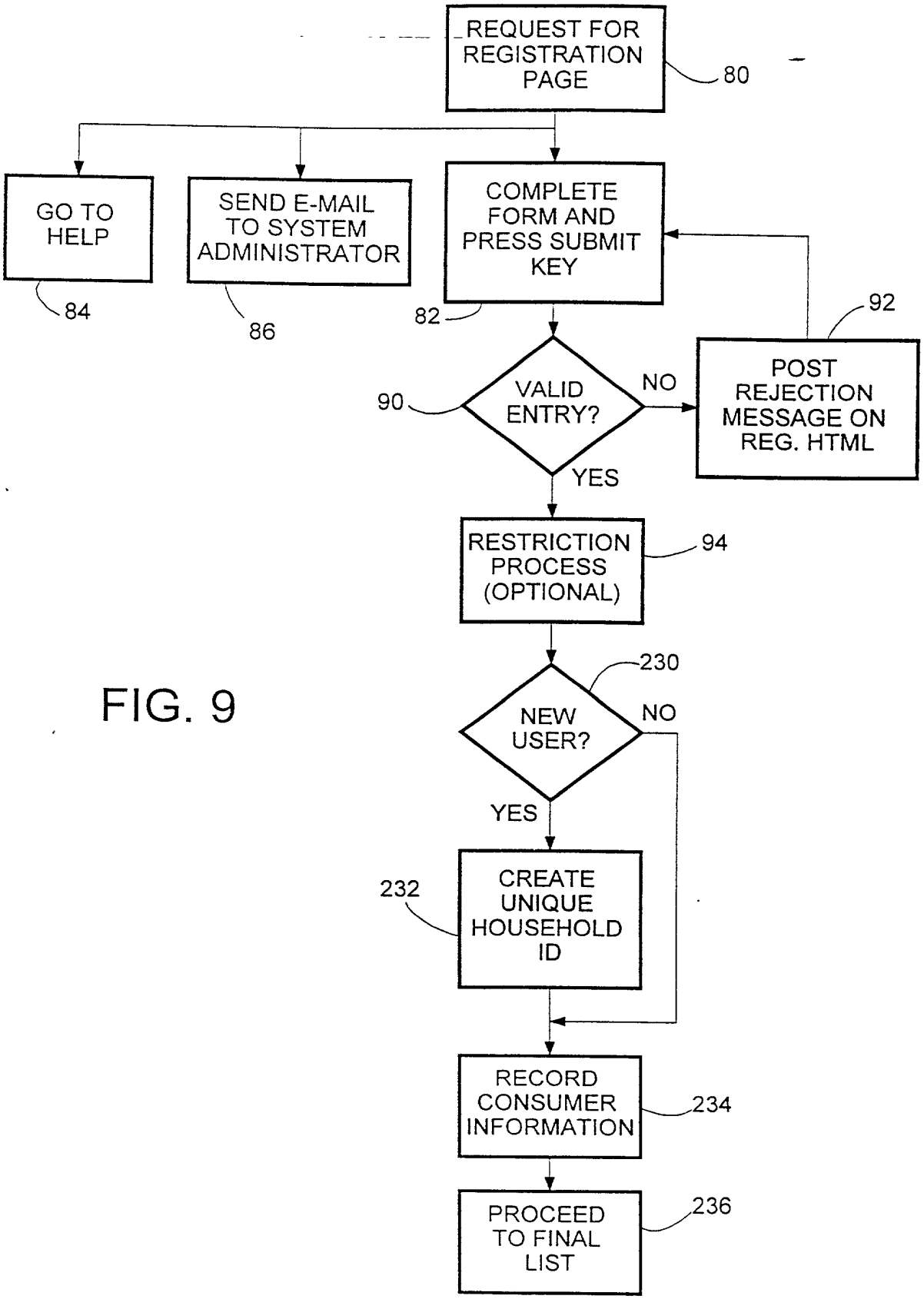

REQUEST FOR REGISTRATION PAGE
80
GO TO HELP
84
SEND E-MAIL TO SYSTEM ADMINISTRATOR
86
COMPLETE FORM AND PRESS SUBMIT KEY
82
92
VALID ENTRY?
90
NO
POST REJECTION MESSAGE ON REG. HTML
YES
RESTRICTION PROCESS (OPTIONAL)
94
230
NEW USER?
NO
YES
232
CREATE UNIQUE HOUSEHOLD ID
RECORD CONSUMER INFORMATION
234
PROCEED TO FINAL LIST
236

FIG. 9

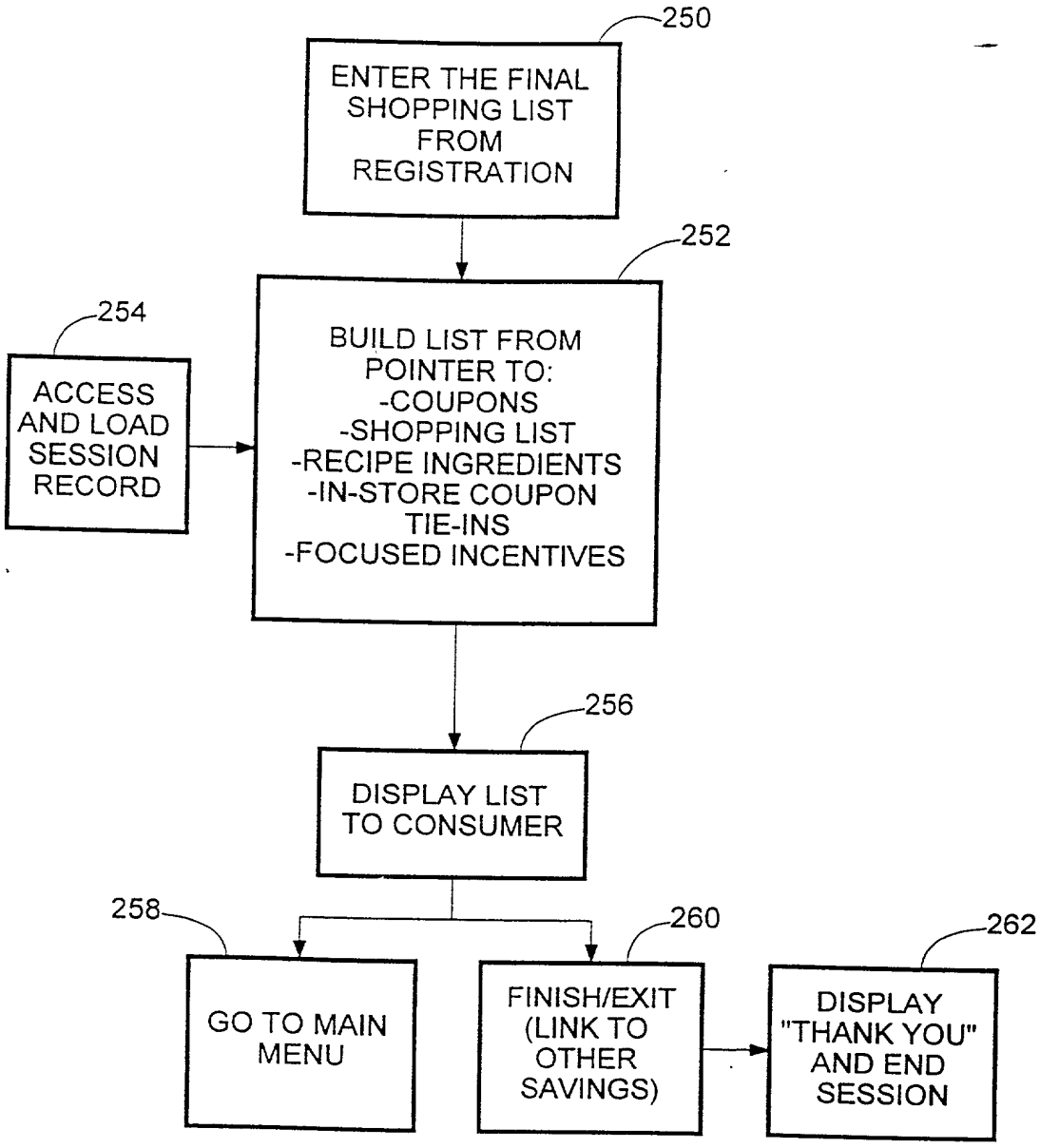
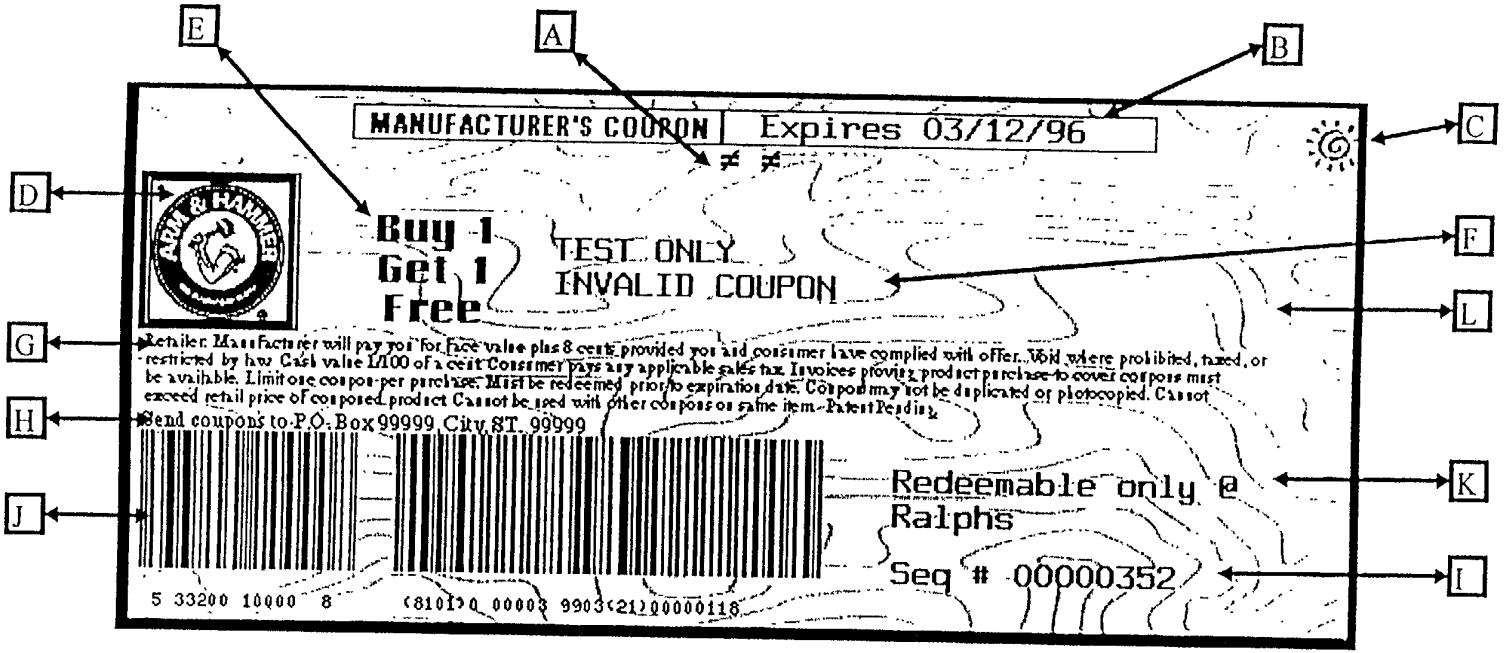

250
ENTER THE FINAL SHOPPING LIST FROM REGISTRATION
252
BUILD LIST FROM POINTER TO:
-COUPONS
-SHOPPING LIST
-RECIPE INGREDIENTS
-IN-STORE COUPON TIE-INS
-FOCUSED INCENTIVES
254
ACCESS AND LOAD SESSION RECORD
256
DISPLAY LIST TO CONSUMER
258
GO TO MAIN MENU
260
FINISH/EXIT (LINK TO OTHER SAVINGS)
262
DISPLAY "THANK YOU" AND END SESSION

FIG. 10



LEGEND:

A. CONSUMER'S NAME
B. COUPON EXPIRATION DATE
C SYSTEM ADMINISTRATOR'S LOGO ICON
D. PRODUCT OFFER ICON
E. AMOUNT OF SAVINGS
F. TERMS FOR RECEIVING SAVINGS AMOUNT
G. LEGAL TEXT
H. REDEMPTION TEXT
I. COUPON SEQUENCE NUMBER
J. BAR COUPON NUMBERS:
- UPC TYPE 5 CODE
- EAN TYPE 128 CODE
K. SUPERMARKET DESIGNATION
L. COMPLEX BACKGROUND PATTERN

FIG. 11

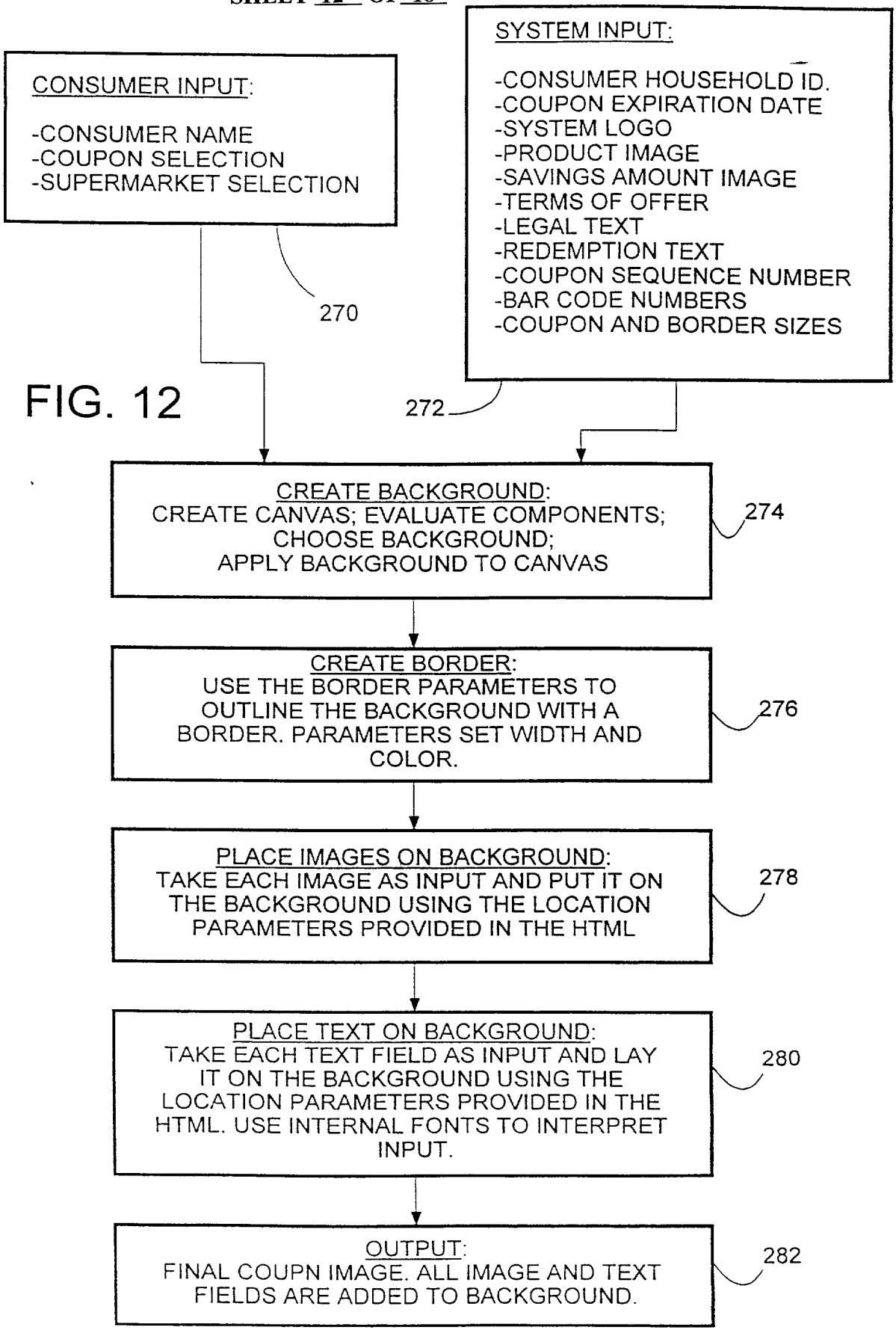

CONSUMER INPUT:
-CONSUMER NAME
-COUPON SELECTION
-SUPERMARKET SELECTION
270
SYSTEM INPUT:
-CONSUMER HOUSEHOLD ID.
-COUPON EXPIRATION DATE
-SYSTEM LOGO
-PRODUCT IMAGE
-SAVINGS AMOUNT IMAGE
-TERMS OF OFFER
-LEGAL TEXT
-REDEMPTION TEXT
-COUPON SEQUENCE NUMBER
-BAR CODE NUMBERS
-COUPON AND BORDER SIZES
272
CREATE BACKGROUND:
CREATE CANVAS; EVALUATE COMPONENTS;
CHOOSE BACKGROUND;
APPLY BACKGROUND TO CANVAS
274
CREATE BORDER:
USE THE BORDER PARAMETERS TO OUTLINE THE BACKGROUND WITH A BORDER. PARAMETERS SET WIDTH AND COLOR.
276
PLACE IMAGES ON BACKGROUND:
TAKE EACH IMAGE AS INPUT AND PUT IT ON THE BACKGROUND USING THE LOCATION PARAMETERS PROVIDED IN THE HTML
278
PLACE TEXT ON BACKGROUND:
TAKE EACH TEXT FIELD AS INPUT AND LAY IT ON THE BACKGROUND USING THE LOCATION PARAMETERS PROVIDED IN THE HTML. USE INTERNAL FONTS TO INTERPRET INPUT.
280
OUTPUT:
FINAL COUPN IMAGE. ALL IMAGE AND TEXT FIELDS ARE ADDED TO BACKGROUND.
282

FIG. 12

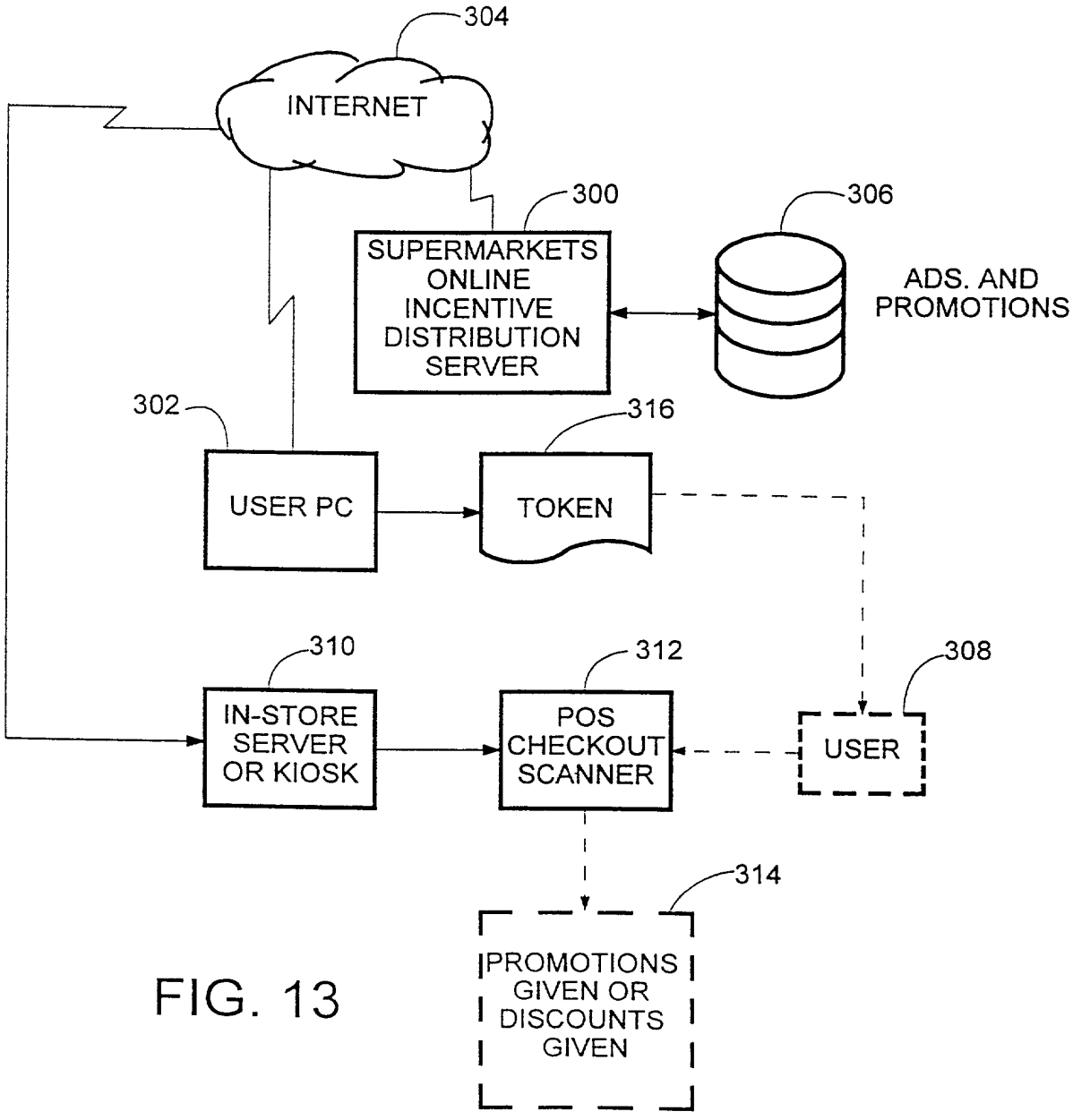

304
INTERNET
300
306
SUPERMARKETS ONLINE INCENTIVE DISTRIBUTION SERVER
ADS. AND PROMOTIONS
302
316
USER PC
TOKEN
310
312
308
IN-STORE SERVER OR KIOSK
POS CHECKOUT SCANNER
USER
314
PROMOTIONS GIVEN OR DISCOUNTS GIVEN

FIG. 13

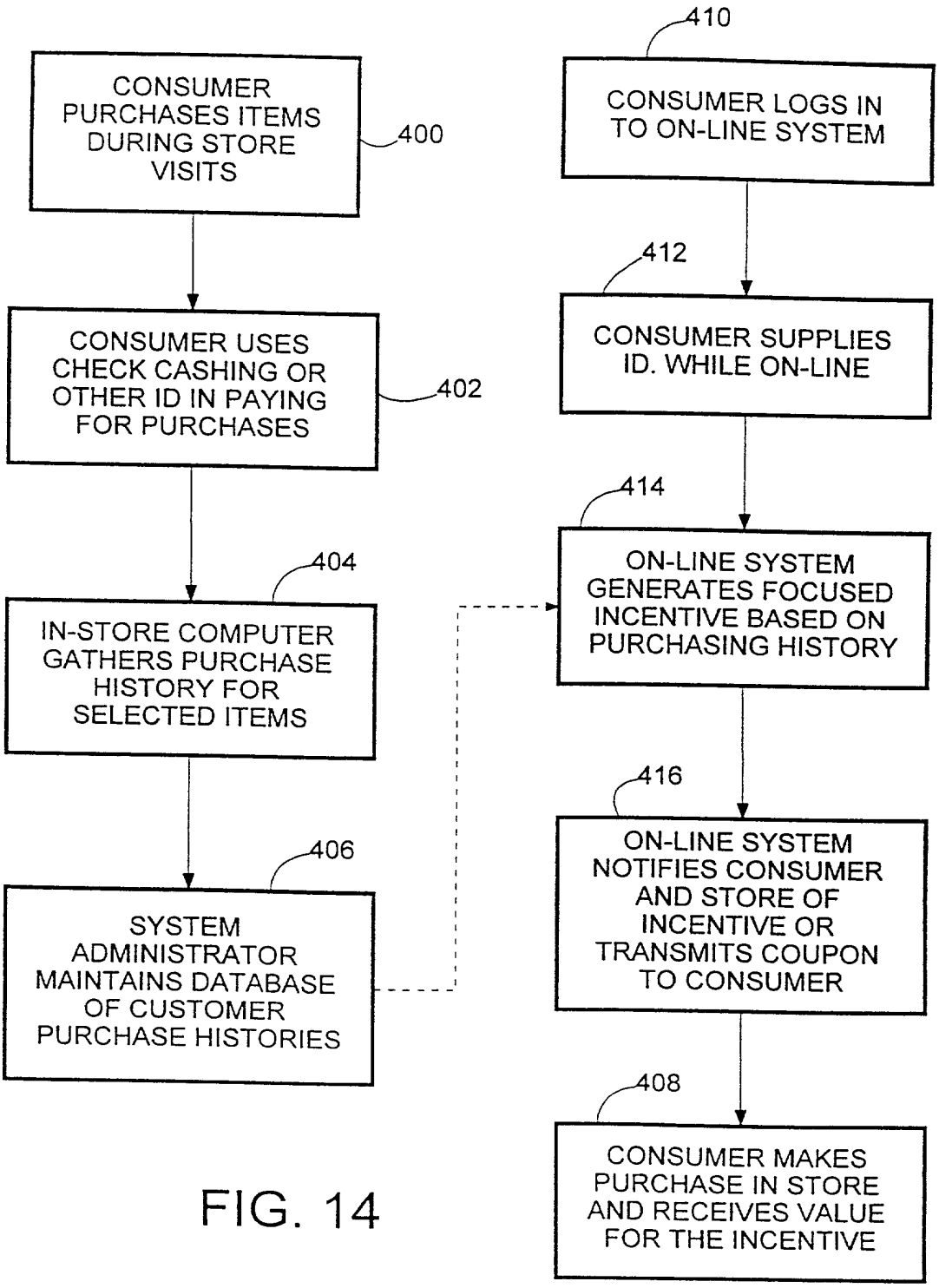

CONSUMER PURCHASES ITEMS DURING STORE VISITS
400
CONSUMER USES CHECK CASHING OR OTHER ID IN PAYING FOR PURCHASES
402
IN-STORE COMPUTER GATHERS PURCHASE HISTORY FOR SELECTED ITEMS
404
SYSTEM ADMINISTRATOR MAINTAINS DATABASE OF CUSTOMER PURCHASE HISTORIES
406
CONSUMER LOGS IN TO ON-LINE SYSTEM
410
CONSUMER SUPPLIES ID. WHILE ON-LINE
412
ON-LINE SYSTEM GENERATES FOCUSED INCENTIVE BASED ON PURCHASING HISTORY
414
ON-LINE SYSTEM NOTIFIES CONSUMER AND STORE OF INCENTIVE OR TRANSMITS COUPON TO CONSUMER
416
CONSUMER MAKES PURCHASE IN STORE AND RECEIVES VALUE FOR THE INCENTIVE
408

FIG. 14

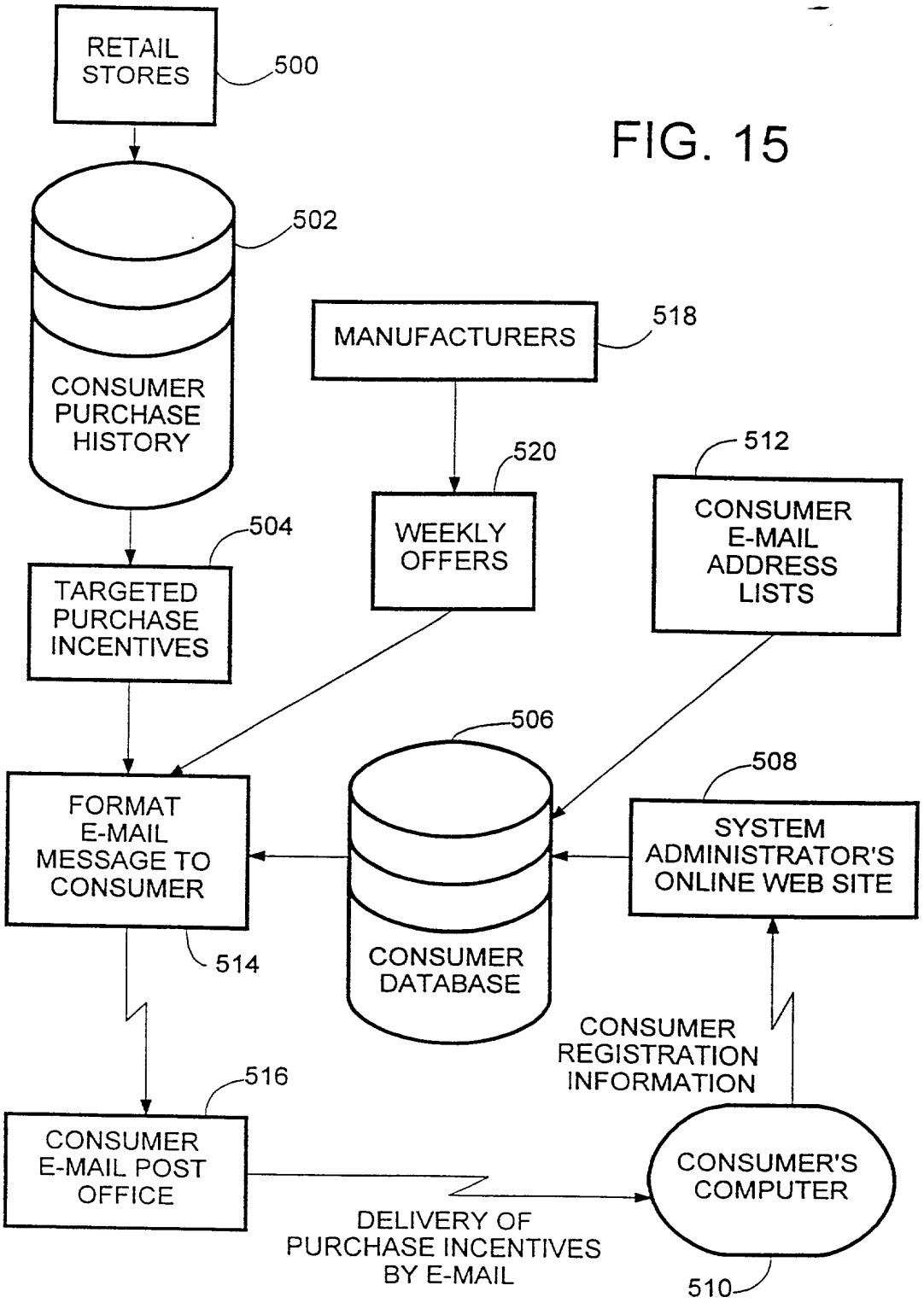

RETAIL STORES
500
502
CONSUMER PURCHASE HISTORY
MANUFACTURERS
518
520
WEEKLY OFFERS
512
CONSUMER E-MAIL ADDRESS LISTS
504
TARGETED PURCHASE INCENTIVES
506
FORMAT E-MAIL MESSAGE TO CONSUMER
508
SYSTEM ADMINISTRATOR'S ONLINE WEB SITE
CONSUMER DATABASE
514
CONSUMER REGISTRATION INFORMATION
516
CONSUMER E-MAIL POST OFFICE
CONSUMER'S COMPUTER
DELIVERY OF PURCHASE INCENTIVES BY E-MAIL
510

FIG. 15

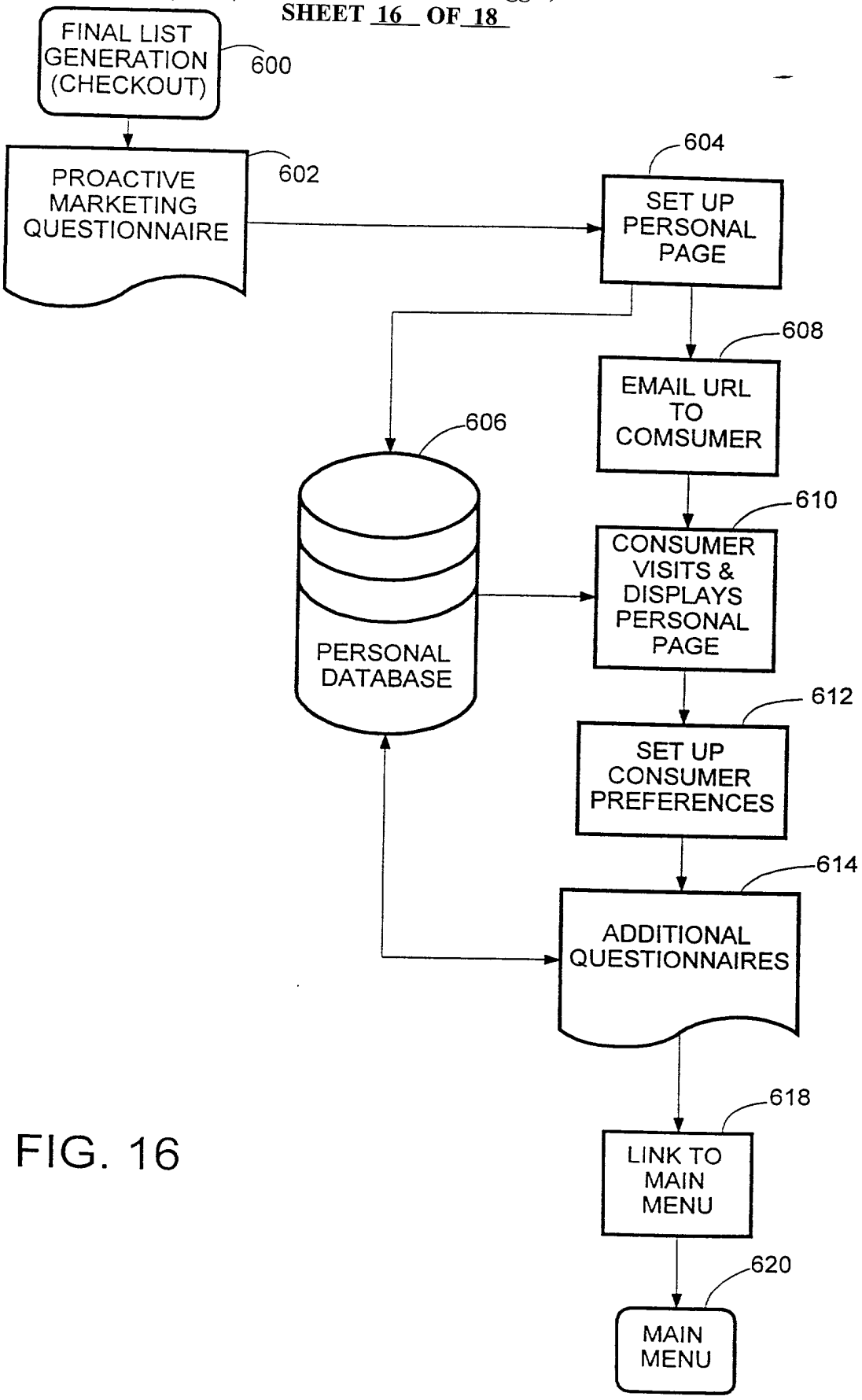

FINAL LIST GENERATION (CHECKOUT)
600
PROACTIVE MARKETING QUESTIONNAIRE
602
604
SET UP PERSONAL PAGE
608
EMAIL URL TO COMSUMER
606
PERSONAL DATABASE
610
CONSUMER VISITS & DISPLAYS PERSONAL PAGE
612
SET UP CONSUMER PREFERENCES
614
ADDITIONAL QUESTIONNAIRES
618
LINK TO MAIN MENU
620
MAIN MENU

FIG. 16

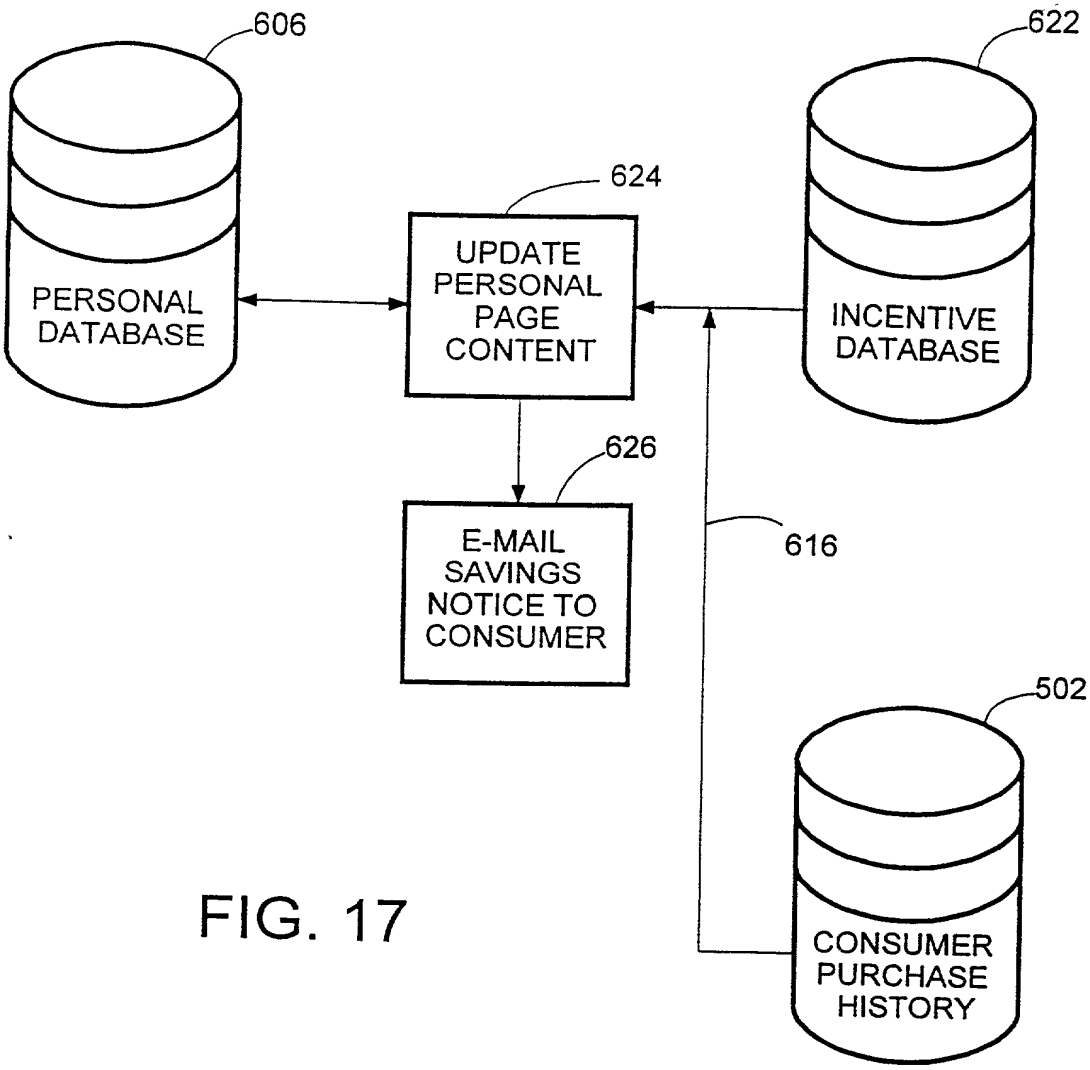

606
622
624
PERSONAL DATABASE
UPDATE PERSONAL PAGE CONTENT
INCENTIVE DATABASE
626
E-MAIL SAVINGS NOTICE TO CONSUMER
616
502
CONSUMER PURCHASE HISTORY

FIG. 17

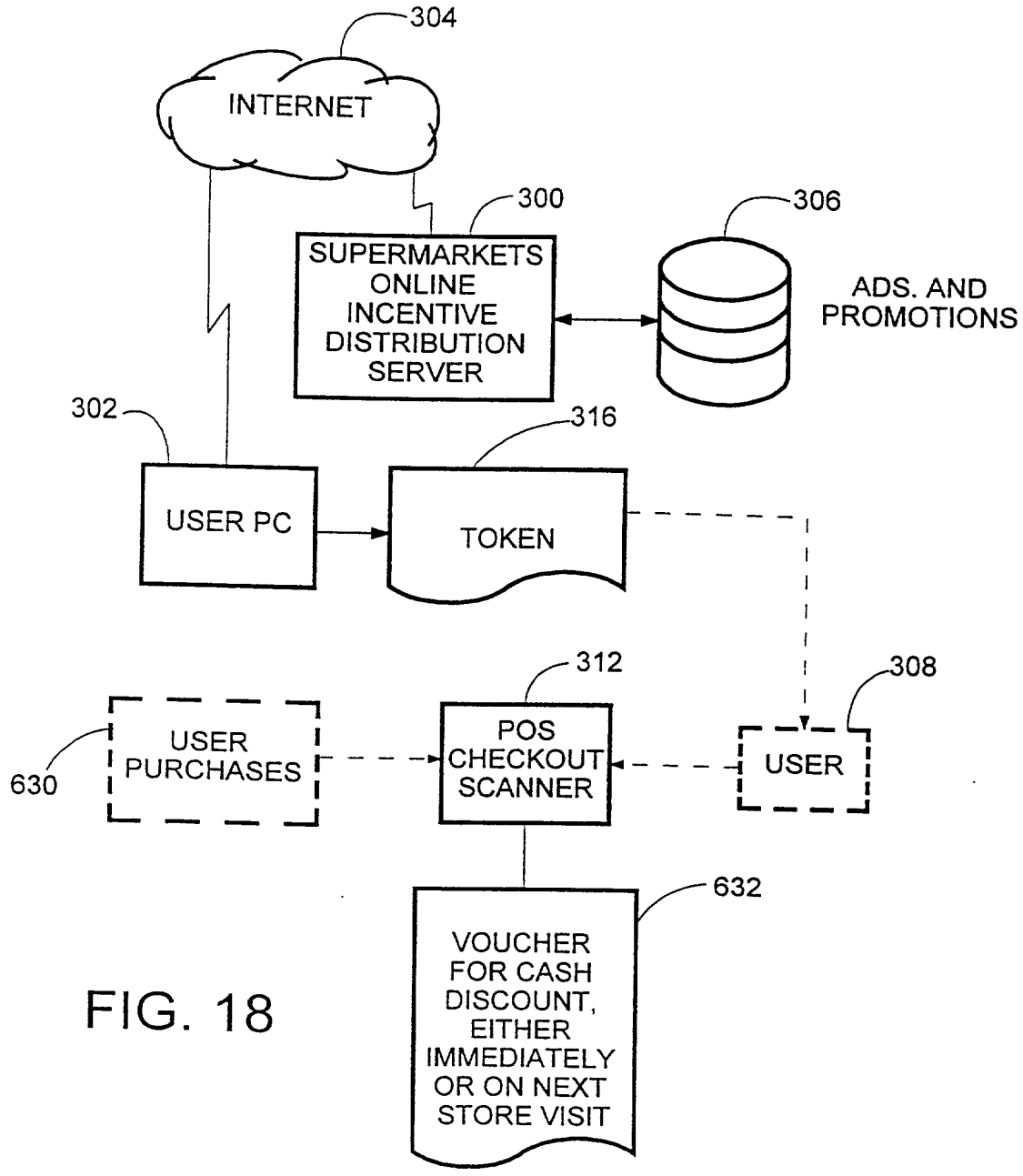

304
INTERNET
300
306
SUPERMARKETS ONLINE INCENTIVE DISTRIBUTION SERVER
ADS. AND PROMOTIONS
302
316
USER PC
TOKEN
312
308
630
USER PURCHASES
POS CHECKOUT SCANNER
USER
632
VOUCHER FOR CASH DISCOUNT, EITHER IMMEDIATELY OR ON NEXT STORE VISIT

FIG. 18